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MARKET ACCESS SECRETARIAT
Global Analysis Report

Sector Trend Analysis

NON-TRADITIONAL WINE TRENDS

In China and Eastern Europe

Novembre 2016

EXECUTIVE SUMMARY

This report is focused on non-traditional wines which consist of non-grape ingredients such as wild blueberry and rice wines.

Wine drinking is becoming a sophisticated and fashionable trend in both China and Eastern Europe (Euromonitor International, 2016). This trend is inspiring new wine product innovations that are focused on flavour and texture, which is projected to help develop the non-grape wine category across these regions. As a result, there is a potential opportunity to further expand the wild blueberry wine market in China and Eastern Europe.

In China, the wine sector experienced a 6% increase with total volume sales reaching 4.4 billion liters in 2015. This expected to continue, with the sector estimated to have a compound annual growth rate (CAGR) of 7% from 2015 to 2020. Although rice wine is the main non-grape wine in China, there is the potential growth opportunity for other non-grape wines as there is expected diversification of alcoholic products to be introduced in the forecasted period (from 2015 to 2020).

In Eastern Europe, the total volume sales of wine are on a decline, with 2.8 billion liters in total volume sales in 2015 and a compound annual growth rate (CAGR) of -2.9% (from 2010 to 2015). However, the market is expected to increase at a growth rate of 1.7% from 2010 to 2020 at a total volume sale of 3.0 billion liters. Countries such as Croatia, Estonia, Serbia, Hungary, and Latvia are developing markets for non-grape type wines.

From June 2006 to June 2016, there were 58 new product launches of alcoholic beverages that contained blueberry or other berries as an ingredient in China and Eastern Europe (combined). China accounted for 69% of the new product launches, while Eastern Europe accounted for 31%.

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- Consumer Profile – China
- Market Overview – China
- Blueberries in the European Union
- Foodservice Profile, Central and Eastern Europe

WINE SECTOR TRENDS

China

Despite the anti-extravagance campaign restricting consumption by government agencies, the wine sector in China experienced a 6% increase, with volume sales reaching 4.4 billion liters in 2015 (Euromonitor International, 2016). The recovery in sales is largely attributed to individual and family consumption. This is expected to continue, with the sector estimated to have a compound annual growth rate (CAGR) of 7% from 2015 to 2020. However, based on Euromonitor analysis, the wine`s average unit price is expected to decrease slightly in the forecasted period (2015-2020), due to discounting and price competition (Euromonitor International, 2016).

Through the review period, non-grape wine lost share to still light grape wine, however, the category still accounted for a total volume share of 52% in 2015 (Euromonitor International, 2016). The non-grape wine category in China is traditionally rice wine which is primarily consumed within the household. Despite rice wine being the major contributor to the non-grape wine category, there is potential growth opportunity for other non-grape wines as there are expected diversification of alcoholic products to be introduced in the forecasted period (from 2015 to 2020) in effort to appeal to younger Chinese consumers (Euromonitor International, 2016).

Eastern Europe

The total volume sales of wine in Eastern Europe have been on a steady decline since 2010, along with the overall alcoholic beverage category. In 2015, this subcategory reached an all-time low of 2.8 billion liters in total volume sales with a compound annual growth rate (CAGR) of -2.9% (from 2010 to 2015). However, the market is expected to increase at a growth rate of 1.7% from 2015 to 2020 at a total of 3.0 billion liters, one of the fastest subcategories to grow within the overall alcoholic beverage category (Euromonitor International, 2016). From 2010 to 2015, Russia, Poland, and Hungary experienced the highest total volume sales in the region but saw no major growth. Alternatively, Estonia, Bulgaria, and Serbia had the highest compound annual growth rate of 6.4%, 6.3%, and 3.1%.

In Eastern Europe, grape wine remains the most popular wine category across the region. This is in part due to the underdevelopment of the non-grape wine category. Countries within the region that have established non-grape wine markets are seeing a continuously decline in growth and total volume sales, such as Belarus, Poland, and the Czech Republic with a compound annual growth rate of -12.3%, -4.3%, and -2.2%. The causes of these declined are due to economic and regulatory factors such as the increase in regulations on non-grape wine in Belarus due to the government Combating Drinking and Alcoholism Programme that started in 2011 (Euromonitor International, 2016).

Despite the decline, there are many countries in the region that have a developing market for non-grape wines due to economic growth, increase consumer knowledge, and a growing preference for new and innovative flavours and textures in wine products (Euromonitor International, 2016). These countries include Croatia, Estonia, Serbia, Hungary, and Latvia. In addition, there could be potential opportunities in countries such as Bosnia, Bulgaria, Romania, Georgia, and Macedonia who currently have little to no volume sales for non-grape wines in the region.

Historic Total Volume Sales of Wine in China and Eastern European Countries, From 2010 to 2015 in million liters

Countries	2010	2011	2012	2013	2014	2015	CAGR* (%) 2010 -2015
China	**3,456.8**	**3,860.6**	**4,218.0**	**4,208.8**	**4,108.2**	**4,365.0**	**4.8**
Eastern Europe	**3,233.3**	**3,219.1**	**3,056.8**	**2,945.6**	**2,831.1**	**2,789.3**	**-2.9**
Belarus	247.0	237.8	196.9	195.7	186.6	157.4	-8.6
Bosnia-Herzegovina	19.7	19.1	20.1	19.5	19.9	22.4	2.7
Bulgaria	90.0	107.2	115.4	114.6	110.2	122.3	6.3
Croatia	70.4	68.6	67.1	66.2	64.1	67.6	-0.8
Czech Republic	189.3	188.9	193.9	197.8	202.8	210.0	2.1
Estonia	16.1	17.5	18.6	19.9	20.9	21.9	6.4
Georgia	28.2	28.9	29.6	30.2	30.7	31.1	1.9
Hungary	233.5	222.0	214.5	206.7	214.1	216.3	-1.5
Latvia	17.7	18.9	19.1	18.9	19.6	20.1	2.5
Lithuania	41.8	41.8	44.5	48.8	45.5	42.5	0.3
Macedonia	23.2	23.3	23.6	24.2	24.8	25.1	1.6
Poland	233.7	232.2	234.2	233.9	235.3	238.9	0.4
Romania	199.2	211.0	208.5	207.0	209.1	209.6	1.0
Russia	1,239.4	1,259.3	1,171.6	1,099.3	1,034.5	1,002.9	-4.1
Serbia	43.3	43.1	43.7	45.9	48.1	50.3	3.1
Slovakia	77.4	77.6	78.5	78.7	78.9	79.2	0.4
Slovenia	73.0	73.1	72.4	71.2	70.2	69.4	-1.0
Ukraine	286.5	248.9	202.1	171.7	118.4	103.0	-18.5

Forecasted Total Volume Sales of Wine in China and Eastern European Countries, From 2015 to 2020 in million liters

Countries	2015	2016[E]	2017[F]	2018[F]	2019[F]	2020[F]	CAGR* (%) 2015-2020
China	**4,365.0**	***4,646.8***	***4,966.8***	***5,320.4***	***5,702.9***	***6,117.2***	**7.0**
Eastern Europe	**2,789.3**	***2,798.9***	***2,840.0***	***2,893.8***	***2,958.7***	***3,034.1***	**1.7**
Belarus	157.4	*146.1*	*143.2*	*143.5*	*145.7*	*149.1*	-1.1
Bosnia-Herzegovina	22.4	*24.4*	*26.0*	*27.3*	*28.5*	*29.6*	5.7
Bulgaria	122.3	*127.8*	*128.3*	*128.3*	*127.8*	*127.5*	0.8
Croatia	67.6	*70.0*	*71.5*	*72.7*	*73.8*	*74.7*	2.0
Czech Republic	210.0	*214.9*	*218.3*	*221.3*	*224.3*	*226.7*	1.5
Estonia	21.9	*22.8*	*23.5*	*24.2*	*24.8*	*25.5*	3.1
Georgia	31.1	*31.5*	*32.2*	*33.1*	*34.3*	*35.5*	2.7
Hungary	216.3	*219.8*	*224.3*	*229.1*	*234.1*	*239.1*	2.0
Latvia	20.1	*20.5*	*20.9*	*21.4*	*21.9*	*22.5*	2.3
Lithuania	42.5	*41.9*	*41.8*	*41.9*	*42.2*	*42.6*	0.1
Macedonia	25.1	*25.6*	*26.3*	*27.0*	*27.9*	*28.8*	2.8
Poland	238.9	*244.8*	*253.5*	*262.6*	*271.6*	*280.3*	3.2
Romania	209.6	*214.9*	*221.4*	*228.8*	*237.1*	*245.4*	3.2
Russia	1,002.9	*990.8*	*997.3*	*1,010.4*	*1,030.3*	*1,058.5*	1.1
Serbia	50.3	*52.4*	*54.5*	*56.6*	*58.8*	*61.2*	4.0
Slovakia	79.2	*79.5*	*80.3*	*81.4*	*82.8*	*84.4*	1.3
Slovenia	69.4	*69.2*	*69.6*	*70.2*	*71.1*	*72.1*	0.8
Ukraine	103.0	*98.9*	*99.8*	*101.8*	*104.5*	*108.1*	1.0

Source for both: Euromonitor International, 2016 [E] = Estimate [F] = Forecast ***CAGR:** Compound Annual Growth Rate

Historic Total Volume Sales for Non-Grape Wine in China and Eastern Europe, in million liters

Subcategory	2010	2011	2012	2013	2014	2015	CAGR* (%) 2010 - 2015
China	**2,000.0**	**2,104.0**	**2,197.0**	**2,285.4**	**2,190.0**	**2,255.9**	**2.4**
Economy Rice Wine	558.0	572.9	587.1	600.4	546.3	536.5	-0.8
Lower Mid-Range Rice Wine	885.7	948.5	1,005.6	1,061.4	1,063.6	1,127.4	4.9
Premium Rice Wine	198.5	203.2	204.7	205	167	161.5	-4.0
Upper Mid-Range Rice Wine	357.7	379.5	399.5	418.5	413.1	430.4	3.8
Eastern Europe	**389.5**	**348.5**	**296.8**	**292.4**	**272.1**	**114.013**	**-22**
Croatia	0.9	0.9	0.9	0.9	0.9	0.9	0.0
Poland	98.3	93.0	88.2	84.1	80.5	77.4	-4.7
Non-Grape Dessert Wine	12.0	12.1	12.3	12.5	12.8	13.2	1.9
Other Non-Grape Wine	86.4	80.9	75.9	71.5	67.6	64.2	-5.8
Estonia	2.6	2.7	2.8	2.9	3.0	3.1	3.6
Russia	93.4	67.2	44.7	38.9	37.7	35.8	-17.5
Apple Wine	2.1	1.7	1.4	1.5	1.5	1.4	-7.8
Other Non-Grape Wine	91.3	65.5	43.3	37.5	36.2	34.4	-17.7
Slovenia	0.1	0.1	0.1	0.1	0.1	0.1	0.0
Czech Republic	4.8	4.6	4.5	4.5	4.4	4.3	-2.2
Ukraine	7.0	4.6	4.2	3.9	3.0	2.4	-19.3
Latvia	0.5	0.5	0.5	0.5	0.5	0.6	3.7
Serbia	0.0	0.1	0.1	0.1	0.1	0.1	0.0
Slovakia	2.6	2.5	2.5	2.4	2.3	2.3	-2.4
Apple Wine	2.6	2.5	2.5	2.4	2.3	2.3	-2.4
Hungary	0.0	0.0	0.1	0.1	0.1	0.1	0.0
Fruit Wine	0.0	0.0	0.1	0.1	0.1	0.1	0.0
Belarus	197.5	184.7	142.2	140.7	130.3	102.6	-12.3
Lithuania	15.8	15.3	16.2	19.1	14.7	11.7	-5.8

Source: Euromonitor International, 2016
***CAGR** Compound Annual Growth Rate
Note: This table only lists the Eastern European countries that had total volume sales available for non-grapes wine.

Forecast Total Volume Sales for Non-Grape Wine in China and Eastern Europe, in million liters

Region/Country**	2015	2016[E]	2017[F]	2018[F]	2019[F]	2020[F]	CAGR* (%) 2015 - 2020
China	**2,255.90**	***2,315.3***	***2,373.2***	***2,433.8***	***2,494.7***	***2,555.1***	**2.5**
Economy Rice Wine	536.5	*523.5*	*509.2*	*498.3*	*488.5*	*478.9*	-2.2
Lower Mid-Range Rice Wine	1,127.4	*1,186.2*	*1,243.3*	*1,298.7*	*1,352.9*	*1,406.5*	4.5
Premium Rice Wine	161.5	*157.7*	*155.0*	*153.5*	*152.5*	*151.5*	-1.3
Upper Mid-Range Rice Wine	430.4	*447.9*	*465.6*	*483.3*	*500.8*	*518.1*	3.8
Eastern Europe	**241.4**	***226.0***	***220.3***	***217.7***	***216.4***	***216.5***	**-2.2**
Croatia	0.9	*0.9*	*1.0*	*1.0*	*1.0*	*1.0*	2.1
Poland	77.4	*75.5*	*74.5*	*73.7*	*72.5*	*71.1*	-1.7
Non-Grape Dessert Wine	13.2	*13.5*	*14.0*	*14.4*	*14.8*	*15.1*	2.7
Other Non-Grape Wine	64.2	*61.9*	*60.6*	*59.3*	*57.8*	*56.0*	-2.7
Estonia	3.1	*3.3*	*3.4*	*3.5*	*3.5*	*3.6*	3.0
Russia	35.8	*34.5*	*34.0*	*33.6*	*33.5*	*33.6*	-1.3
Apple Wine	1.4	*1.4*	*1.4*	*1.4*	*1.4*	*1.4*	0.0
Other Non-Grape Wine	34.4	*33.2*	*32.6*	*32.3*	*32.1*	*32.2*	-1.3
Slovenia	0.1	*0.1*	*0.1*	*0.1*	*0.1*	*0.1*	0.0
Czech Republic	4.3	*4.2*	*4.1*	*4.0*	*3.9*	*3.8*	-2.4
Ukraine	2.4	*2.3*	*2.3*	*2.4*	*2.4*	*2.5*	0.8
Latvia	0.6	*0.6*	*0.6*	*0.6*	*0.6*	*0.6*	0.0
Serbia	0.1	*0.1*	*0.1*	*0.1*	*0.1*	*0.2*	14.9
Slovakia	2.3	*2.2*	*2.2*	*2.2*	*2.1*	*2.1*	-1.8
Apple Wine	2.3	*2.2*	*2.2*	*2.2*	*2.1*	*2.1*	-1.8
Hungary	0.1	*0.1*	*0.1*	*0.1*	*0.1*	*0.1*	0.0
Fruit Wine	0.1	*0.1*	*0.1*	*0.1*	*0.1*	*0.1*	0.0
Belarus	102.6	*91.6*	*87.9*	*86.9*	*87.4*	*88.8*	-2.8
Lithuania	11.7	*10.6*	*10.0*	*9.5*	*9.2*	*9.0*	-5.1

Source: Euromonitor International, 2016 [E] = Estimate [F] = Forecast

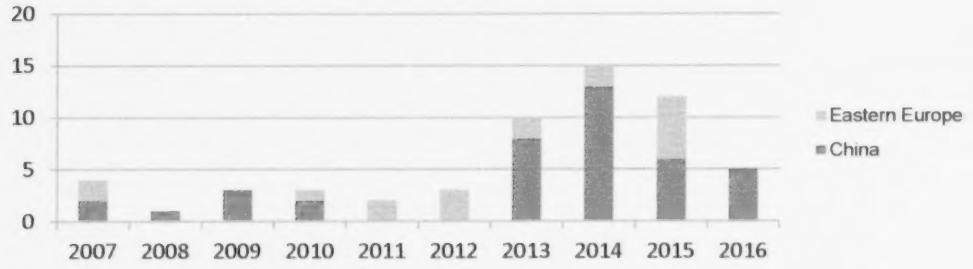
***CAGR** Compound Annual Growth Rate

Note: This table only lists the Eastern European countries that had total volume sales available for non-grapes wine.

NEW WINE PRODUCTS CONTAINING BLUEBERRIES

This section analyses blueberry wines and blueberry alcoholic beverages, based on new product launches in China and Eastern Europe from June 2006 to June 2016. The analysis will provide examples of how blueberries are used and marketed in alcoholic beverages, specifically in the wine subcategory.

New Alcoholic Products Containing Blueberries from June 2006 to June 2016



Source: Mintel, 2016

According to Mintel Global New Product Database (GNPD), there were 58 new product launches of alcoholic beverages that contained blueberry or other berries as an ingredient in China and Eastern Europe (combined). China accounted for 69% of the new product launches, while Eastern Europe accounted for 31%. The countries within Eastern Europe to launch the most new blueberry products were Ukraine, Russia, and Poland, with an average of 2 products within the last five years.

The subcategory to launch the most alcoholic beverages containing blueberries was flavored alcoholic beverages (24), fortified & other wines (8), and beer (6). In total, combining the fortified and other wines and wine sub-category, there was 10 blueberry wine launched, 9 of which was launched in China and 1 in Eastern Europe.

In recent years, the most products launches occurred in between 2013 to 2015, with the most products being launched in 2014 at an all-time high of 15 products. This is potentially showing a growing preference for the use of blueberry ingredients being used in alcoholic beverages such as wine.

New Wine Product Launched Containing Blueberries by Company in China and Eastern Europe

Country	Company	Brand	Subcategory	Number of Products
Total Wine Products Launched				**10**
China	Malina Wines & Spirits	Malina	Wine	1
			Fortified & Other Wines	1
	Hui Ji Shan Shaoxing Wine	Hui Ji Shan	Fortified & Other Wines	1
	Nv Er Hong Winery	Nv Er Hong	Fortified & Other Wines	1
	Ren He Wine Brewery	Shen Cheng Hao Jiu	Fortified & Other Wines	1
	Shi Ku Men Brewing	Shi Ku Men	Fortified & Other Wines	1
	Tesco	Tesco	Fortified & Other Wines	1
	Yu Diao Wine	Ji Shao	Fortified & Other Wines	1
	Zhang Lin Pan Shan	Zhang Lin Pan Shan	Fortified & Other Wines	1
Poland	Vin-Kon	Vinkon	Wine	1

Source: Mintel, 2016

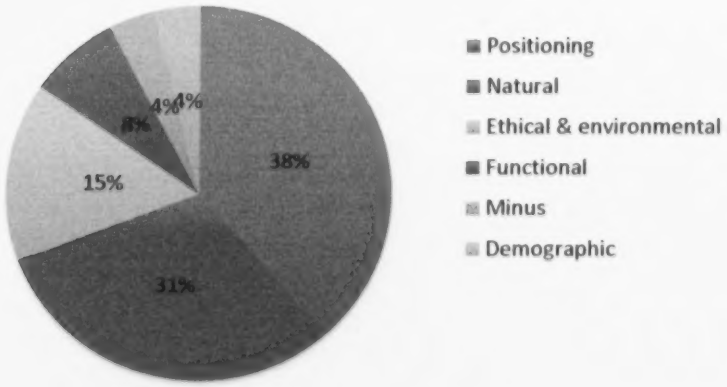
New Alcoholic Product Launches Containing Blueberries in China & Eastern Europe

Country	Top 5 Company	Top 5 Brands	Top 5 Subcategory	Number of Products
China	Bacardi-Martini	Breezer	Flavoured Alcoholic Beverages	2
		Bacardi	Flavoured Alcoholic Beverages	1
	Bao Long Kai Mu Si Winery	Baolong	Flavoured Alcoholic Beverages	1
		Caila Rosé Meili Orchard	Flavoured Alcoholic Beverages	1
		Meili Orchard	Flavoured Alcoholic Beverages	1
	Bao Xue Beer	Baoxue	Flavoured Alcoholic Beverages	1
		Mingyueshan Wentangzhen	Beer	1
	Budweiser Wuhan International Brewing	Mixx Tail	Flavoured Alcoholic Beverages	2
	Laqinuo Winery	Beaut Valley Lacyshow	Flavoured Alcoholic Beverages	2
Ukraine	A. Le Coq	Fizz	Cider	1
	Napoyi Plus	Zolotyy Dzhmil' Zbyten'	Beer	1
	Royal Fruit Garden	Celentano	Flavoured Alcoholic Beverages	1
	Russkiy Alkogol'	Talka	Vodka	1
	Zolotonis'kyy LGZ Zlatogor	PMM Kropyva	Vodka	1
Russia	Altia	Finlandia	Vodka	1
	Chivas Brothers	Beefeater	Gin	1
	Liefmans	Liefmans Fruitesse	Beer	1
	Ost-Aqua	Ten Strike	Flavoured Alcoholic Beverages	1
Poland	Browar Witnica	Lubuskie	Beer	1
	Thomas Sheridan & Sons	Sheridan's Berries	Liqueur	1
	Vin-Kon	Vinkon	Wine	1
Hungary	A. Le Coq	Fizz	Cider	1
	Heineken	Strongbow	Cider	1
Croatia	Alexander Gordon	Gordon's	Gin	1
	Nimcro	Moretto	Liqueur	1
Czech Republic	A. Le Coq	Fizz	Cider	1
	Zarea	Zarea Florentino Fruttato	Flavoured Alcoholic Beverages	1

Source: Mintel, 2016

PRODUCT CLAIMS

Top Claim Category for New Alcoholic Products Containing Blueberries



Source: Mintel GNPD, 2016

Despite a large number of products having unspecified claims, 38% of the new product claims were positioning based, while 31% had natural and 15% had ethical and environmental claims. A large portion of the product claims in China was not specified, no additives/preservatives, and social media. In Eastern Europe, the product claims were mostly premium, ethical and environmentally friendly, and GMO-free. Within the wine subcategory, the main claims were functional and no additives/preservatives. All of which are in alignment with the growing trend for premium and healthy wine products that are preferred across Eastern European countries such as Czech Republic and Hungary.

Top Five Product Claims for New Alcoholic Products Containing Blueberries

Country	Top 5 Claims	Number of Products
China - 41	Not Specified	31
	No Additives/Preservatives	3
	Social Media	3
	Other (Functional)	2
	Economy	2
Ukraine - 6	Not Specified	3
	GMO-Free	2
	Premium	1
Russia - 5	Not Specified	2
	All Natural Product	1
	Limited Edition	1
	GMO-Free	1
Poland - 4	Not Specified	1
	Ethical - Environmentally Friendly Package	1
	Limited Edition	1
	Not Pasteurised	1
Hungary - 2	Not Specified	1
	Premium	1
Croatia - 2	Ethical - Environmentally Friendly Package	2
Czech Republic - 1	Premium	1
Romania - 1	Not Specified	1

Source: Mintel, 2016

PRODUCT PACKAGING

Country	Top Brands	Subcategory	Package Type	Package Material	Number of Products
China	Akata	Flavoured Alcoholic Beverages	Bottle	Glass plain	1
			Can	Metal aluminium	1
	Beaut Valley Lacyshow	Flavoured Alcoholic Beverages	Bottle	Glass plain	2
	Breezer	Flavoured Alcoholic Beverages	Bottle	Glass plain	2
	Malina	Wine	Bottle	Glass plain	1
		Fortified & Other Wines	Bottle	Glass plain	1
	Mixx Tail	Flavoured Alcoholic Beverages	Bottle	Glass coloured	1
			Can	Metal aluminium	1
				Glass plain	1
		Liqueur	Bottle	Glass plain	2
Eastern Europe	Fizz	Cider	Can	Metal aluminium	3
	Gordon's	Gin	Case	Corrugated 2-sided	1
	Finlandia	Vodka	Bottle	Glass plain	1
	Lubuskie	Beer	Bottle	Glass coloured	1
	Beefeater	Gin	Bottle	Glass plain	1

Source: Mintel, 2016

CHINA

Blueberry Wine

Record ID:	2519025
Company:	Malina Wines & Spirits
Brand:	Malina
Category:	Alcoholic Beverages
Sub-Category:	Flavoured Alcoholic Beverages
Country:	China
Store Name:	Costco
Store Type:	Club Store
Store Address:	Guangzhou 510000
Date Published:	Jun 2014
Product source:	Shopper
Launch Type:	New Variety/Range Extension
Price in local currency:	CNY13.80
Price in US Dollars:	2.00
Price in Euros:	1.49
Bar Code:	6925522705698

Product Description

Malina Lan Mei Jiu (Blueberry Wine) is QS certified. This product retails in a 330ml pack.

Blueberry Wine

Record ID:	2133393
Company:	Bao Long Kai Mu Si Winery
Brand:	Caila Rosé Meili Orchard
Category:	Alcoholic Beverages
Sub-Category:	Flavoured Alcoholic Beverages
Country:	China
Date Published:	Aug 2013
Product source:	Shopper
Launch Type:	New Product
Price in local currency:	CNY9.50
Price in US Dollars:	1.63
Price in Euros:	1.31
Bar Code:	6943642001100

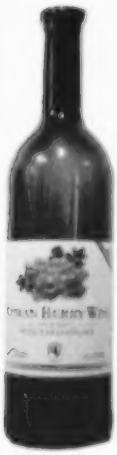
Product Description

Caila Rosé Meili Orchard Lan Mei Jiu (Blueberry Wine) is QS certified. This product retails in a 330ml bottle.

EASTERN EUROPE

Rowan Berry Wine

Record ID:	818093
Company:	Vin-Kon
Brand:	Vinkon
Category:	Alcoholic Beverages
Sub-Category:	Wine
Country:	Poland
Date Published:	Nov 2007
Product source:	Shopper
Launch Type:	New Product
Price in local currency:	PLN14.90
Price in US Dollars:	6.02
Price in Euros:	4.06
Bar Code:	5903165001415



Product Description

Vinkon Wino Jarzebinowe (Rowan Berry Wine) is a white sweet wine featuring a characteristic taste of Rowan berries grown in the Wielkopolski region. This product retails in a 750ml pack. Also available are: Chokeberry Wine; Blackcurrant Wine; and Cherry Wine.

Alcoholic Drink with Blueberry Juice

Record ID:	3368347
Company:	Zarea
Brand:	Zarea Florentino Fruttato
Category:	Alcoholic Beverages
Sub-Category:	Flavoured Alcoholic Beverages
Country:	Romania
Store Name:	Kaufland
Store Type:	Mass Merchandise/Hyperm arket
Store Address:	Buzau 127427
Date Published:	Sep 2015
Product source:	Shopper
Launch Type:	New Product
Price in local currency:	RON8.29
Price in US Dollars:	2.14
Price in Euros:	1.69
Bar Code:	5942017003467

Product Description

Zarea Florentino Fruttato Bautura Alcoolica cu Gust de Afine (Alcoholic Drink with Blueberry Juice) is now available. The product retails in a 50cl bottle.

Royal Fruit Alcoholic Drink

Record ID:	1519856
Company:	Royal Fruit Garden
Brand:	Celentano
Category:	Alcoholic Beverages
Sub-Category:	Flavoured Alcoholic Beverages
Country:	Ukraine
Store Name:	Velika Kishenya
Store Type:	Supermarket
Store Address:	Kiev, pl.Druzhbi Narodov,6
Date Published:	Mar 2011
Product source:	Shopper
Launch Type:	New Product
Price in local currency:	UAH22.50
Price in US Dollars:	2.78
Price in Euros:	2.03
Bar Code:	4820120800184

Product Description

Celentano Napiy Plodovo-Yagodnyy Zbrodzhenyy (Royal Fruit Alcoholic Drink) is made with natural fruit according to an original recipe. The product retails in a 1L bottle.

Blueberry Beer

Record ID:	1760883
Company:	Browar Witnica
Brand:	Lubuskie
Category:	Alcoholic Beverages
Sub-Category:	Beer
Country:	Poland
Store Name:	Intermarché
Store Type:	Supermarket
Store Address:	Gdansk 80-463
Date Published:	Mar 2012
Product source:	Shopper
Launch Type:	New Variety/Range Extension
Price in local currency:	PLN3.99
Price in US Dollars:	1.30
Price in Euros:	0.97
Bar Code:	5902995000254

Product Description

Lubuskie Piwo Jagodowe (Blueberry Beer) is not pasteurised. This product retails in a 500ml bottle. Also available is a Cherry flavour.

CONCLUSION

Wine drinking is becoming a sophisticated and fashionable trend in both China and Eastern Europe (Euromonitor International, 2016). This trend is further inspiring new wine product innovation that is focused on flavour and texture which is projected to help develop the non-grape wine category across these regions. As a result of this trend, despite the drop in total volume sales, there is potential opportunity for wild blueberry wine in those regions.

FOR MORE INFORMATION

International Trade Commissioners can provide Canadian industry with on-the-ground expertise regarding market potential, current conditions and local business contacts, and are an excellent point of contact for export advice.

- **Overview of Trade Commissioner Services**
  www.tradecommissioner.gc.ca
- **Find a Trade Commissioner**
  www.tradecommissioner.gc.ca/eng/find-trade-contacts.jsp

For additional intelligence on this and other markets, the complete library of Global Analysis reports can be found under *Statistics and Market Information* at the following link, arranged by sector and region of interest:

- ats-sea.agr.gc.ca

RESOURCES

Euromonitor International, 2016. *Alcoholic Drinks*.

Euromonitor International, 2016, *Wine in China*.

Euromonitor International, 2016, *Wine in Czech Republic*.

Euromonitor International, 2016, *Wine in Hungary*.

Euromonitor International, 2016, *Wine in Belarus*.

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Euromonitor International, 2016, *Wine in Estonia*.

Euromonitor International, 2016, *Wine in Poland*.

Euromonitor International, 2016, *Wine in Romania*.

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Euromonitor International, 2016, *Alcoholic*

Mintel Global New Products Database, 2016.

Sector Trend Analysis
NON-TRADITIONAL WINE TRENDS IN CHINA AND EASTERN EUROPE
Global Analysis Report

Prepared by: Ranna Bernard, Market Analyst

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